



FERNDALE

CITY OF FERNDALE

Downtown Development Authority
Executive Director



About Ferndale

The City of Ferndale is an active community of 20,000 located in southeast Oakland County, Michigan. Known for its mix of small-town neighborhoods and vibrant downtown district, residents and visitors choose Ferndale for its unique shopping and dining, innovative art scene, peaceful parks, and safe homes and streets. Ferndale is a community in the truest sense of the word—a place where neighbors, artists, entrepreneurs, foodies, friends, and families come together to live, work, and play.

Downtown Ferndale is home to 350+ businesses, most owned and operated by local entrepreneurs who are driven to deliver goods and services in engagingly unique ways. The district is managed by the Downtown Development Authority, driving economic development through a grassroots initiative called the Main Street Approach[™]. For more than a decade, the DDA has helped to establish downtown Ferndale as favorite local and regional destination, known for its shopping, dining, entertainment, art, creativity, culture, and bike/walkability.



Each year, Ferndale plays host to an incredible variety of events—festivals, parades, celebrations, and more. Ferndale was the birthplace of the famous Woodward Dream Cruise, which brings classic cars, live music, and a full downtown celebration each August. The DIY Street Fair and Funky Ferndale Art Fair are fall favorites, while the summer is filled with events like the Pig & Whiskey and City Hall Trunk & Treasure Sale. Every May, Ferndale celebrates Pride with special events, downtown vendors, live music, and more.

Ferndale has been recognized at the local and national level with numerous awards and honors. Downtown Ferndale received the Great American Main Street Award from the National Trust for Historic Preservation's National Main Street Program in 2010, becoming the first city in Oakland County to do so. The downtown district has received National Main Street Center Accreditation for ten years, and has earned “Outstanding Public Relations Effort” and “Outstanding Business Retention and Expansion” nods. Ferndale businesses are consistently recognized as “Best of” award winners by *Hour Detroit*, *Metro Times*, Channel 4, *Daily Tribune*, and more.

About the Position

The Downtown Development Authority (DDA) Executive Director is responsible for managing the DDA's goals, as defined by the board of directors. The Director is an advocate for the DDA District and acts as a liaison to business and property owners, government officials and staff, community organizations, and others. Duties will encompass a variety of tasks determined by the DDA Board with a primary focus on outreach to district businesses and community members.

Priority Focus Areas

- Exceptional focus on business retention, and partnership with the City's economic development team to bring appropriate new businesses and programs that will grow the Central Business District
- General board and organizational oversight and support
- Management, maintenance, and prioritization of the quality of all grounds, public rights of way, and infrastructures located within the DDA district
- Leadership to the DDA on matters affecting the District, such as large-scale development, transit, general direction, and City relationship building
- Budget management and development with an emphasis on financial solvency through revenue enhancements

[Click here for the full job description.](#)

Ideal Candidate

Our successful candidate will have strong interpersonal skills and the capacity and interest to be a supportive leader to staff, the DDA Board of Directors, and the City of Ferndale. The ideal candidate should have proven experience building and maintaining strong partnerships with communities, project developers, and organizations. Effective communication and strong collaboration and team building skills will be necessary for this individual to succeed. Experience in economic development in an urban setting with an emphasis on outreach and business retention will be vital.

Education and Experiential Requirements

- A Bachelor's degree from an accredited college or university with major course work in business or public administration, marketing, or a closely related field; and

- A Master of Public Administration degree from a NASPAA-accredited program (preferred); and
- Five years of administrative experience in the same or related field with time spent in as many areas as possible of marketing, economic development, grant writing, community planning, and public relations
- Any equivalent combination of education and progressively responsible experience, with additional work experience substituting for the required education on a year-for-year basis.

Salary and Benefits

The City of Ferndale offers a competitive salary commensurate with experience. Ferndale's excellent benefits package includes medical, dental, and vision coverage; life insurance in the amount of base salary; and flexible spending accounts. A generous contribution to retirement is also provided with other plans as well as 457 Deferred compensation and Roth IRA programs. A flexible schedule and sick and vacation time are also part of the robust benefit package.

How to Apply

Please apply through the [City's online employment portal](#). You will be asked to provide a resume and cover letter with salary requirements along with your application. The deadline for submission is August 5, 2015. For additional information about this opportunity, please contact Ferndale City Manager April Lynch at alynch@ferndalemi.gov.